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# WESTERN NEW YORK Health

wnyhealthmag.com

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# earns national 1st Place Award

Each year, the Association of Free Community Papers hosts an advertising, editorial and marketing awards contest to recognize our industry's best use of creative and technical skill.

The Association for Free Community Newspapers (AFCP), a national organization of free paper publishers, bestowed Metro Group Inc. 1ST PLACE - Advertising Promotion with Separate or Partial Distribution at it's annual awards competition held in New Orleans April 13\*.

The organization represents 3,000 free newspapers reaching 45 million homes each week, and the awards provide a way for the members to recognize excellence in its ranks.

8 judges from all divisions of our profession - marketing, graphic arts, editorial - had the challenging task of choosing the winners based on their guidelines & criteria for each division.

### 4,831 Entries • 61 Separate Categories

"This is a great looking product with lots of color & quality ad design."

*Judges comment*



\*The conference & award ceremony was held in New Orleans, LA on Friday, April 13, 2007

WINTER 2006

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WESTERN NEW YORK  
**Free!** Health

Maintain healthy blood sugar this holiday season

By Michael Liu, M.D., N.D., NaturesMed.com  
Fall is the time for indulging. With the sweets of Halloween and the mad dash for Thanksgiving our poor bodies take a nutritional beating. The impact of this ongoing nutritional beating is an increasing number of diabetics. There is approximately 21 million that's 7% of the American population - that suffers from diabetes! The economical impact in 2002 was an astounding 132 BILLION dollars and was the 6th leading cause of death. With an ever increasing waistline of our youth, unfortunately younger diabetics are being diagnosed. It is becoming an epidemic.

Keeping a close eye on food choices this holiday season can help maintain stable blood sugar levels.

The American Diabetes Association is as follows: "a group of diseases marked by high levels of glucose (sugar) resulting from defects in insulin production, insulin action or both." Diabetes occurs when the pancreas does not secrete enough insulin or if the cells of the body become resistant to insulin, thus the glucose (sugar) cannot get into the cells. There are two types of diabetes, type 1 diabetes occurs when the production of insulin from the pancreas is lost. Type II diabetes, approximately 90% of diabetics, arises due to the loss of sensitivity of the cells to insulin. When we consume our food it must be broken down to fuel the body. In essence, it is broken down by our gastric juices into protein and sugar.

The definition of diabetes from See Diabetes, Continued on page 4

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## Look what advertisers are saying about us!



We at Brylin Hospitals believe WNY Health Magazine is an excellent medium for us to utilize when trying to reach a target audience. You have helped us achieve greater visibility and brand awareness through our collaborative efforts in print, and most recently, with the WNY Health Expo.

**Mark Nowak, Director of Marketing**  
*Brylin Hospitals*



As a public relations consultant in Western New York, I am always looking for additional media outlets in which to promote my clients. WNY Health Magazine has proven to be a very valuable resource for two of my clients, both not-for-profit organizations in the medical field.

**Nancy Cardillo, Owner**  
*More Than Words*



As I page through the publication, I'm impressed with the quality of the articles. They're well written and very informative. I remember back to when this publication was launched and you shared with me the goal of making each issue a compelling collection of articles on various aspects of health and health care. To be honest, my initial thought was that it would end up being just another 'ad sheet'. I was wrong. You've accomplished your goal."

**Peter Kates,**  
**VP of Communications**  
*Univera Healthcare*



It's an effective grass-roots way to get the word out about our services. It's a popular, easy-to-read publication and had resulted in many calls to our hotline."

**Bill Daniels,**  
**Coordinator of Insurance Outreach & Education**  
*Erie County Dept. of Senior Services*



WNY Health is a valuable publication to the WNY community. Roberts Wesleyan College has been advertising in WNY Health for some time and I have found it to be a good choice for our marketing dollars. Personally, I like reading through the publication front to back.

**Stephanie Sheets,**  
**Coordinator of Recruitment and Marketing for the RN to BS Program**  
*Roberts Wesleyan College*